

Shampoo & Conditioner

Conventional hair care products are an industry worth millions if not billions. Look at the amount of shampoo ads on TV and in magazines and you get a taste of the money that goes into marketing products. The worrying thing is that way more money is spent on advertising than on the product ingredients themselves. The ingredients would be lucky to be worth more than a few cents per bottle. But why? Because they are made of cheap, synthetic chemicals. Chemicals are used to create texture, smell and colour. Chemicals are also used to clean the hair, treat the scalp, add the gloss.....all chemical processes. 'But my shampoo contains aloe vera and essential oils' you say. Yes they may, but in what quantities?

You need to become an ingredient detective to sort out the truth on a labels. Let me show you how.

Split an ingredient list into thirds. As you can see, the top third contains the bulk of the product and the bottom the least. The top will contain water or

'aqua' to sound fancy, followed by ingredients like silicone derivatives (e.g. dimethicone) in hair conditioners, which create gloss and coat the hair. In shampoos this will be water and the surfactant chemicals like SLS (sodium lauryl sulphate) which are the harsh cleansing agents that create bubbles and foam. Some companies mislead consumers by listing 'aqueous infusions' at the top of the ingredient list. These are simply tiny amounts of essential oils and herbal extracts in what is mostly water. This effectively hides the synthetic surfactant ingredients that make up the core of the product further down the list. Labelling the 70% water component of the herbal mixture as organic, is prohibited under International Organic Standards. This practice artificially inflates the organic content in order to make a deceptive 70% organic claim.

Ingredients to look out for

Anything that looks like a chemical name will be.

Anything that has a natural ingredient in brackets after it is still a chemical.

Anything that says 'derived from' is a chemical.

E.g. the foaming agent Cocamide DEA is made by adding the chemical DEA (Di-ethyl-amine) to coconut oil. The process is synthetic and can be contaminated with cancer causing nitrosamines due to the reaction of the 'amine' in the DEA with nitrogen based chemical co-existing in the product.

Why are these chemicals no good?

Harsh cleansers and fragrances are potential irritants to the scalp, and also the eyes, skin on the face and body (given they are rinsed over these regions) and airways. Recent studies have indicated that prolonged exposure to **silicone derivatives** (that coat hair, and also found in night creams, cosmetics and hair waxes) causes skin irritation. Some are known tumour promoters and accumulate in the liver and lymph nodes. They are also non-biodegradable, causing negative environmental impact.

Preservatives such as parabens have an association with breast cancer as they have been found intact in breast tumours. Other preservative s such as **Methylchloroisothiazolinone** are known to cause allergic reactions.

What's the alternative? Miessence Shampoo and Conditioner has a base of Organic Aloe Vera which has proven healing and soothing properties. The Energy of Certified Organic Ingredients, 100% Beneficial Ingredients. Also in non-leaching polypropylene packaging. Shampoos are 71-75% organic and the hair conditioner is 90% organic.

Hair detox. You may experience a hair detox in the first few weeks using Miessence if you have been using hair care with silicone derivatives e.g dimethicone, cyclomethicone, anything ending in 'cone'. As the silicone coating comes away it can leave your hair feeling rough and dry and the shampoo will struggle to foam up. This is temporary and can be assisted by making a paste of bicarb soda with the shampoo, massage it generously into your hair and leave for 10-15 mins, then wash out and condition as normal. You will have silky, baby soft hair again before you know it.

Miessence hair care is available at www.kristine.miessence.com



90-95%	{	Water
		Dimethicone (silica)
		Carbomer 941
		PEG-50 Almond Glycerides (almond)
		Sodium Laureth Sulfate (coconut)
5-8%	{	Cocoamidopropyl Hydroxysultaine
		Triethanolamine (TEA)
		Methylchloroisothiazolinone
		Phenoxyethanol
1-3%	{	Methyl Paraben (organic preservative)
		FD&C Yellow No. 6
		Fragrance